

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS**

**Minutes
Thursday, April 16, 2015
Taft Building, Suite 600
1680 Vine Street**

Officers and Directors Present

Monica Yamada, President, CIM Group, Inc.
John Tronson, Vice President, Tronson Investment Group
Jan Martin, Secretary, AMDA
Mark Echeverria, Musso & Frank Grill
Michael Gargano, Argent Ventures, LLC
David Green, Nederlander Organization
Brian Johnson, Loews Hollywood Hotel
Chad Lewis, Klein Financial Corporation
Frank Stephan, Clarett West Development
Mark Stephenson, Hollywood United Methodist Church
Alyssa Van Breene, DDD-Hollywood/Gower Co., LLC

Absent

Leslie Blumberg, The Fonda
Darcy Derler-Judd, Robertson Properties Group
Joseph D'Amore, CRC Entertainment Inc.
Evan Kaizer, Sieroty Company, Inc.
John Lyons, Avalon Hollywood/Bardot

Staff

Kerry Morrison
Joseph Mariani
Matthew Severson
Devin Strecker
Ginnie Gallo

Signed in Guests

Dawn Ghan – Americorps
Joe Salazar – Andrews International
Steve Seyler – Andrews International
Jessica Wackenhut – YPI

I. CALL TO ORDER – Monica Yamada

The meeting was called to order at 4:20 p.m.

II. OPEN FORUM

- **Jessica Wackenhut, Youth Policy Institute (YPI)**, spoke about the Promise Zone. There are only five (5) areas in the U.S. designated by the Promise Zone – Los Angeles, San Antonio, Philadelphia, and two (2) rural areas. The main focus of this program is to reduce poverty. The Choice Neighborhood Grant offers housing revitalization. In Hollywood the focus is Las Palmas Senior Housing which includes improving streetscape, sidewalks, grocery stores, community centers, and all forms of economic development. Developers in the Promise Zone can apply for grants which will give them preference points. These grant opportunities have Promise Zone partnering with the City of LA Office of Economic Development. The next meeting will be held on April 29, 2015 from 4:00-6:00 p.m. at the Hollywood Beautification Team office, 1719 Cherokee. Strategies resulting from 455 survey respondents will be discussed. Because the surveys took six (6) weeks to complete and the majority of the respondents were mostly senior citizens, the surveys do not cover all age groups living in the area. Therefore it is important for all to attend this April 29th meeting.

III. APPROVAL OF MINUTES

- A. Approval of the March 19, 2015 Board meeting minutes.

It was moved by John Tronson, seconded by Chad Lewis, and CARRIED to approve the minutes from the Board's March 10, 2015. Unanimously approved.

IV. TREASURER'S REPORT – Kerry Morrison

- A. Morrison presented the March 31, 2015 statement which reflected actual expenses of \$297,072 against budget of \$310,078. Net property assessment revenue arrived in March amounting to \$313,040.91.
- B. Fabio Vasco is currently conducting the 2014 Financial Review, which is a requirement of the BID's city contract.
- C. Delinquent Assessments: Sarah Besley will be working with Joe Mariani to review outstanding assessments. The State of California is \$42,000 delinquent. MTA has paid their assessments down to \$68,000 from \$228,000. An update is planned for the next board meeting.
- D. Morrison and Mariani will be meeting with a firm who is a candidate to serve as the new financial services vendor on Tuesday, April 28, 2015. A recommendation will be brought by the Financial Services ad-hoc committee to the May Board meeting.

It was moved by David Green, seconded by Brian Johnson and CARRIED to approve the March 31, 2015 Treasurer's Report. Unanimously approved.

V. COMMITTEE AND ACTIVITY REPORTS – Jan Martin, Devin Strecker, Joe Mariani

A. Ad-hoc Communications Working Groups

1. Festival Working Group - Jan Martin asked Devin Strecker to provide the working group report. Strecker noted that the Music Festival has been reframed as a “neighborhood festival,” scheduled for November 5 through 8, 2015. The intent is to celebrate positive night-time activity and to curate and highlight entertainment and dining that is already happening in Hollywood. The group, with assistance from Haines & Co., is looking at branding for the event, as well as working on the potential name. It is anticipated that this year’s remaining marketing activities budget will be earmarked to support this effort (estimated at around \$40,000). Additional funds will come from the Sunset marketing budget. This first year will be a “seed planting” opportunity that will likely grow into something much larger in the future. Community sponsors are needed and it has been suggested that Hollywood merchants and restaurants give discounts to those attending, as well as encourages local busses to offer promotion to those attending. The next meeting is scheduled for April 24, 2015 at 12:00 noon in the BID office.
2. BISNOW “The Future of Hollywood” – Mariani reported that the event is scheduled for April 29, 2015 at the W Hotel. Kerry Morrison is scheduled to be the keynote speaker with the event expected to draw 300 to 400 real estate professionals. There will be two (2) panels – residential and office.
3. Haines & Co. project plan for 2015/16 – An outline of the work plan proposed by Haines & Co, after discussion with the Ad-Hoc Communications Working Group at their meeting on 3/24, was distributed.

It was moved by Jan Martin, seconded by Mark Stevenson, and CARRIED to approve the continuation of a consulting relationship with Haines & Co. at a cost of \$4,583 per month. Unanimously approved.

B. Security –John Tronson, Kerry Morrison

1. John Tronson reported that the Joint BID Security Committee meeting on April 9, 2015 had Capt. Zarcone and Sgt Ramos from the LAPD attending. It was noted that violent crime in Los Angeles is up 28%. Property crimes in the HED area are up 9%. The committee brought two recommendations to the board for consideration.
 - a. Public Safety Camera: Mariani reported on the details associated with the proposed installation of a public safety camera at the intersection of Hollywood and Las Palmas at a cost NTE \$20,000 with a one (1) year warranty, from the Security Contingency budget.

It was moved by Mark Stevenson, seconded by John Tronson, and CARRIED to approve the installation of a public safety camera at Hollywood and Las Palmas with a cost of \$20,000. Unanimously approved.

- b. Dispatcher for BID Patrol: Morrison distributed a memo and described the need for a professional dispatcher in the BID Security Headquarters office. The annual cost is \$38,000 per year – \$25,000 from the HED security budget and \$13,000 from the Sunset budget.

It was moved by Mark Stevenson, seconded by Jan Martin, and CARRIED to approve the hiring of a professional dispatcher at Andrews International at the cost of \$25,000 per year. Unanimously approved.

- 2. SB608 - Right to Rest Act: Morrison reported that a hearing was held in Sacramento last week on this bill. The committee chair, Senator Jim Beall, with the author's approval, decided to pull the bill to amend. Senator Carol Liu, the author, will meet with Morrison and representatives from four other LA area BIDs on Friday, April 17, 2015 to discuss how passage of this bill would impact downtown districts.
 - a. Dawn Ghan, Americorps, reported on the homeless situation in the BID. As an example, Linda & Carolyn are sisters from Mississippi who came to Hollywood in 2013 after the death of their mother. Dawn assisted them in applying for Social Security benefits said they live part of the month at the Motel 6. For the rest of the month they can be found on the bus bench at Hollywood & Whitley where another individual, Moses, has taken up residence for many years. She is working with The Center to get them assessed for housing. Many of the homeless are here because of the weather and can make from \$40 to \$150 per day panhandling.
 - b. Morrison played a video from Andrews International depicting just one individual who poses a challenge to BID patrol and suffers from a meth addiction. He often exhibit violent behavior, which was evident on the video. There was discussion about whether creating a mini-documentary about what is noticed in the BID would be useful to share with policy makers. Tronson and Morrison will further discuss
 - c. Street Vending Ordinance – Morrison continues to monitor city developments relative to the proposed street vending ordinance. There is nothing new to report at this time.

C. Streetscape and Planning – Mark Echeverria and Matthew Severson

- 1. March 16, 2015 Meeting – Echeverria noted that Deborah Murphy, LA Walks, spoke at the last meeting sharing ideas about how to incorporate new ways to move around Hollywood using successful examples from U.S. cities and Europe. Revitalization will benefit owners, tenants only get small incentives.
- 2. A HED walk-through is scheduled for April 21, 2015 at 9:00 a.m. to identify conditions throughout the District and prioritize what the BID can work on to fix or maintain, and what need to be presented to the city.

3. Severson reported that the prospect of refurbishing and relocating the Big Belly Trash receptacle prices have come in substantially over the budget amount approved by the Board in 2014. It has been decided to not proceed with the project.
4. A meeting to plan for the annual tree trimming is scheduled for Monday, April 20, 2015.

VI. Old Business – Monica Yamada

1. Coffee with the President – A matrix was distributed which captured the various issues that came up at the meeting on March 13. Yamada asked the board to review and pay special attention to those items highlighted in yellow to determine if the board wants to take action. As an example, one issue raised by Yamada involved a new city policy which requires that street dining furniture only extend out 18 inches from the property line. Public Works is looking into this issue again but this has made it difficult to promote street dining in the BID.

VII. Staff Report

A. BID Headquarters Office Update – Joe Mariani

1. Mariani reported that the temporary move to the 6th floor went smoothly and the staff are settling in. This space is available at no cost until July 31, 2015.
2. Mariani presented an office move cost analysis for three (3) possible sites – two (2) smaller options in the Taft Building which have higher rents, and a move to a storefront space mid-BID, 6556 Hollywood Blvd., needing costly tenant improvements. Concerns are unexpected TI expenses, security, and the narrow width of the space at 14 ½ feet. It was suggested that staff send out a communication to owners in the mid-BID advising them that staff is in need of new office space.

B. Public Records Requests – Adrien Riskin was given a flash dive with over 3,600 Andrews International photos from 2008-9.

VIII. Next Meeting: The next meeting will be held May 21, 2015

IX. Adjournment: The meeting was adjourned at 6:08 p.m.